



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JONATHAN E. FREEDMAN
Chief Deputy Director

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March 30, 2011

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
for Director and Health Officer

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE
THREE AGREEMENTS FOR THE EMERGENCY PREPAREDNESS AND
RESPONSE PROGRAM**

This is to inform you that I am exercising delegated authority approved by your Board on July 13, 2010, which permits the Department of Public Health (DPH) to enter into agreements related to public health emergency preparedness and response to public health threats and/or emergencies with the contract maximum obligations not to exceed \$500,000 per service agreement, not to exceed a twelve-month term, 100 percent funded by the Centers for Disease Control and Prevention (CDC), subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

Under this delegated authority, I will execute sole source agreements with Barbara Bishop Public Relations, Inc. (BBPR), LITCO Marketing (LITCO), and The Regents of the University of California Los Angeles (UCLA), funded by CDC Public Health Emergency Preparedness Notice of Award 5U90TP917012-10 Budget Period 10 Extension, effective upon execution by the parties through August 9, 2011. These agencies were selected based upon their strong experience and background in serving multi-cultural communities in Los Angeles County and will provide comprehensive culturally and linguistically appropriate emergency preparedness-related projects to encourage community-level preparedness and resiliency. On March 25, 2011, we notified your Board of our intent to enter into sole source agreements with BBPR and LITCO and are delaying contract negotiations until April 11, 2011, to allow time for your review and comments.

BBPR: \$462,138

BBPR is a highly regarded public relations firm with more than 25 years of experience in the field of public relations, public education, and community outreach, with an emphasis on the Los Angeles market. Its extensive experience creating and executing public outreach campaigns includes emergency preparedness-related projects with clients such as Children's Hospital, Los Angeles, and Saint John's Hospital in Santa Monica. BBPR also has significant experience working with the public sector as demonstrated by the ten years working relationship with the Los Angeles County Sanitation District.

Under this agreement, BBPR will develop and support implementation of a comprehensive culturally and linguistically appropriate media campaign that will encourage community-level preparedness and resiliency. Specifically, BBPR will be responsible for assuring collaboration between and accountability of collaborating media contractors who will be involved in developing the campaign's social media components as well as purchasing space for ad placements using multiple communication channels (e.g. print, radio, television, and outdoor media).

LITCO: \$459,635

LITCO is an advertising agency with over 24 years of experience within Los Angeles market. It is comprised of staff with experience in a variety of industries from public service to entertainment. It has extensive experience creating, designing, and managing campaigns for a diverse portfolio of clients including Cedars-Sinai Medical Center, Saint John's Health Center, Volunteers of America, Mount Sinai Memorial Parks and Mortuaries, FX Networks, and Gold's Gym.

Under this agreement, LITCO will support the development and lead the implementation of a comprehensive culturally and linguistically appropriate media campaign that will encourage community-level preparedness and resiliency. Specifically, LITCO will be responsible for developing multilingual advertising and purchasing space for ad placements using multiple communication channels (e.g. print, radio, television, and outdoor billboards).

UCLA: \$158,268

UCLA has years of experience in the area of emergency preparedness for disasters affecting health systems, communities, and individuals. It also has experience completing a number of preparedness projects for DPH, which helped inform and enhance Los Angeles County's preparedness efforts. UCLA will use findings from two of its recently conducted preparedness projects in Los Angeles County to develop the ROAD MAP resource package (ROAD MAP) and curricula. Specifically, UCLA will adapt two comprehensive preparedness curricula for use in an older adult, multicultural population. These curricula are PREP – (Program Para Responder a Emergencias con Preparacion) which successfully utilized *promotoras de salud* in a low-income Los Angeles County multicultural immigrant Latino population and PM-PREP (Peer Mentored PREP), a new multi-stakeholder resiliency and preparedness program for developmentally disabled adults who live independently in the community, and, therefore, live with some similar functional limitations as do older adult subpopulations.

Under this agreement, UCLA, DPH, and the City of Los Angeles Department of Aging (LADOA) will collaborate on a resiliency intervention that aims to build the capacities of staff at LADOA multi-purpose centers (MPC) to work with senior consumers on issues of safety and preparedness. UCLA will develop and produce ROADMAP, a targeted senior safety and preparedness resource package; recruit and train MPC volunteer staff to integrate ROAD MAP at the MPCs; conduct a process evaluation to determine the reach, adoption, and implementation of ROAD MAP; and develop a senior-specific toolkit of safety and preparedness materials, curricula, and guidance material.

Honorable Board of Supervisors
March 30, 2011
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County Counsel has reviewed and approved the agreements as to form. County Counsel and the CEO have reviewed and approved this delegated authority action.

Attachments A through C are the Sole Source Checklists which have been approved and signed by the CEO.

If you have any questions or require additional information, please let me know.


JEF:ar
#01841

Attachment (3)

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

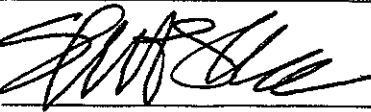
ATTACHMENT A

SOLE SOURCE CHECKLIST
Barbara Bishop Public Relations, Inc. (BBPR)

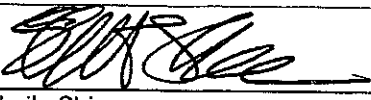
Check (✓)	<p align="center">JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES</p> <p><i>Identify applicable justification and provide documentation for each checked item.</i></p>
	<p>➤ Only one bona fide source for the service exists; performance and price competition are not available.</p>
✓	<p>➤ Quick action is required (emergency situation) through August 9, 2011</p>
	<p>➤ Proposals have been solicited but no satisfactory proposals were received.</p>
	<p>➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.</p>
	<p>➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.</p>
	<p>➤ It is most cost-effective to obtain services by exercising an option under an existing contract.</p>
	<p>➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).</p>
✓	<p>Other reason. Please explain: BBPR is uniquely qualified to develop and implement LACDPH's campaign to encourage community-level preparedness and resiliency. BBPR is a highly regarded public relations firm, with more than 25 years of experience in the field of public relations, public education, and community outreach, with particular emphasis on the Los Angeles market. Their extensive experience creating and executing public outreach campaigns is the reason why their expansive portfolio includes emergency preparedness-related projects with clients such as Children's Hospital, Los Angeles, and Saint John's Hospital in Santa Monica. BBPR also has significant experience working with the public sector as demonstrated by decades long relationships with LA County's Sanitation District and LACDPH's Office of AIDS Programs and Policy and Emergency Preparedness and Response Campaign.</p> <p>Due to the short time frame, the bidding process will not allow us to fulfill the goals and objectives outline in the Public Health Emergency Preparedness (PHEP) grant.</p>
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  _____ Sheila Shima Deputy Chief Executive Officer, CEO </div> <div style="width: 45%; text-align: right;"> <p>3/23/11</p> _____ Date </div> </div>

ATTACHMENT B

SOLE SOURCE CHECKLIST
LITCO Marketing

Check (✓)	<p align="center">JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES</p> <p><i>Identify applicable justification and provide documentation for each checked item.</i></p>
	➤ Only one bona fide source for the service exists; performance and price competition are not available.
✓	➤ Quick action is required (emergency situation) through August 9, 2011
	➤ Proposals have been solicited but no satisfactory proposals were received.
	➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.
	➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.
	➤ It is most cost-effective to obtain services by exercising an option under an existing contract.
	➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).
✓	<p>Other reason. Please explain: LITCO Marketing is uniquely qualified to implement the Department of Public Health's (DPH) campaign to encourage community-level preparedness and resiliency. LITCO Marketing's proven track record in managing campaigns targeting the Los Angeles market on short turnaround time, demonstrates that LITCO Marketing not only understands the nuisances of LA County's diverse populations but also is prepared to meet the challenges posed by DPH's funding requirements. Further, their widespread Los Angeles based professional network and longstanding relationships, with agencies such as Barbara Bishop Public Relations firm, will only facilitate timely development and placement of all media components.</p> <p>Due to the short time frame, the bidding process will not allow us to fulfill the goals and objectives outline in the Public Health Emergency Preparedness (PHEP) grant.</p>
	<div style="display: flex; justify-content: space-between;"> <div data-bbox="380 1738 889 1919">  Sheila Shima Deputy Chief Executive Officer, CEO </div> <div data-bbox="889 1738 1370 1919"> <p align="center">3/23/11</p> Date </div> </div>

SOLE SOURCE CHECKLIST
The Regents of the University of California, Los Angeles (UCLA)

Check (✓)	JUSTIFICATION FOR SOLE SOURCE PROCUREMENT OF SERVICES <i>Identify applicable justification and provide documentation for each checked item.</i>
	➤ Only one bona fide source for the service exists; performance and price competition are not available.
✓	➤ Quick action is required (emergency situation) through August 9, 2011
	➤ Proposals have been solicited but no satisfactory proposals were received.
	➤ Additional services are needed to complete an ongoing task and it would be prohibitively costly in time and money to seek a new service provider.
	➤ Maintenance service agreements exist on equipment which must be serviced by the authorized manufacturer's service representatives.
	➤ It is most cost-effective to obtain services by exercising an option under an existing contract.
	➤ It is the best interest of the County (e.g., administrative cost savings, too long a learning curve for a new service provider, etc.).
✓	<p>Other reason. Please explain: UCLA is uniquely qualified to conduct this project due to their years of experience in the area of preparedness for disasters among health systems, communities, and individuals and their previous experience completing a number of preparedness projects for the Department of Public Health (DPH), all of which provided high quality and usable information that helped inform and enhance DPH's preparedness efforts. Additionally, UCLA project staff will use findings from two of their recently conducted preparedness projects in Los Angeles County (LAC) to develop the ROAD MAP resource package and curricula. Specifically, they will adapt two comprehensive preparedness curricula for use in an older adult, multicultural population. These curricula are PREP – (Program Para Responder a Emergencias con Preparacion) which successfully utilized <i>promotoras de salud</i> in a low-income LAC multicultural immigrant Latino population and PM-PREP (Peer Mentored PREP), a new multi-stakeholder resiliency and preparedness program for developmentally disabled adults who live independently in the community, and, therefore, live with some similar functional limitations as do older adult subpopulations.</p> <p>Due to the short time frame, the bidding process will not allow us to fulfill the goals and objectives outline in the Public Health Emergency Preparedness (PHEP) grant.</p>
	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  Sheila Shima Deputy Chief Executive Officer, CEO </div> <div style="text-align: center;"> <u>3/23/11</u> Date </div> </div>